

The copyright © of this thesis belongs to its rightful author and/or other copyright owner. Copies can be accessed and downloaded for non-commercial or learning purposes without any charge and permission. The thesis cannot be reproduced or quoted as a whole without the permission from its rightful owner. No alteration or changes in format is allowed without permission from its rightful owner.



**EXPLORATORY STUDY ON PEST MANAGEMENT
SERVICE QUALITY DETERMINANTS ON CUSTOMER
SATISFACTION**



JEE JEET WEN

**MASTER OF SCIENCE (MANAGEMENT)
UNIVERSITI UTARA MALAYSIA
AUGUST 2019**

EXPLORATORY STUDY ON PEST MANAGEMENT SERVICE QUALITY DETERMINANTS ON CUSTOMER SATISFACTION



**By
JEE JEET WEN**

**Thesis Submitted to
Othman Yeop Abdullah Graduate
School of Business, Universiti Utara Malaysia,
In Partial Fulfilment of the Requirement for the degree of Master of Science
(Management)**



**Pusat Pengajian Pengurusan
Perniagaan**

SCHOOL OF BUSINESS MANAGEMENT

Universiti Utara Malaysia

PERAKUAN KERJA KERTAS PENYELIDIKAN
(*Certification of Research Paper*)

Saya, mengaku bertandatangan, memperakukan bahawa
(*I, the undersigned, certified that*)
JEE JEET WEN (814640)

Calon untuk Ijazah Sarjana
(*Candidate for the degree of*)
MASTER OF SCIENCE MANAGEMENT

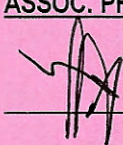
telah mengemukakan kertas penyelidikan yang bertajuk
(*has presented his/her research paper of the following title*)

**EXPLORATORY STUDY ON PEST MANAGEMENT SERVICE QUALITY DETERMINANTS ON CUSTOMER
SATISFACTION**

Seperti yang tercatat di muka surat tajuk dan kulit kertas penyelidikan
(*as it appears on the title page and front cover of the research paper*)

Bahawa kertas penyelidikan tersebut boleh diterima dari segi bentuk serta kandungan dan meliputi bidang ilmu
dengan memuaskan.
(*that the research paper acceptable in the form and content and that a satisfactory knowledge of the field is covered
by the research paper*).

Nama Penelia Pertama : **ASSOC. PROF. DR. NORLENA BINTI HASNAN**
(*Name of 1st Supervisor*)

Tandatangan : 
(*Signature*)

Tarikh : **24 AUGUST 2019**
(*Date*)

PERMISSION TO USE

In presenting this thesis in fulfilment of the requirements for a Post Graduate degree from the Universiti Utara Malaysia (UUM), I agree that the Library of this university may make it freely available for inspection. I further agree that permission for copying this thesis in any manner, in whole or in part, for scholarly purpose may be granted by my supervisor(s) or in their absence, by the Dean of Othman Yeop Abdullah Graduate School of Business where I did my thesis. It is understood that any copying or publication or use of this thesis or parts of it for financial gain shall not be allowed without my written permission. It is also understood that due recognition shall be given to me and to the UUM in any scholarly use which may be made of any material in my thesis.

Request for permission to copy or to make other use of material in this thesis in whole or in part should be addressed to:

Dean of Othman Yeop Abdullah Graduate School of Business
Universiti Utara Malaysia
06010 UUM Sintok
Kedah Darul Aman

The logo of Universiti Utara Malaysia (UUM) is a circular emblem featuring a stylized 'U' and 'M' with a central shield and the motto 'ILMU BUDI BAKTI'. A large, semi-transparent 'UUM' watermark is overlaid on the right side of the page, and the full name 'Universiti Utara Malaysia' is printed in a large, light grey font at the bottom of the signature block.

ABSTRACT

Service quality is a vital competitive policy to keep customers support and long-term cooperation. In the pest management industry service quality and customer satisfaction are noted as a critical prerequisite for satisfying and retaining customers. Pest control operators are continuously put efforts to win customer satisfaction by proving enhanced quality services. Numerous researches have discussed on service quality and customer satisfaction, yet there is still gap particularly in pest quality services. Hence, the aim of this study is to examine the relationship between service quality and customer satisfaction in pest management service industry. Data was collected from the Pest Control Companies' clients, mainly from the food and beverage restaurants in a big shopping mall in Malaysia. 72% of the sample responded. The results of the analysis found that the five service quality determinants in the study that are reliability, assurance, tangibles, empathy and responsiveness have significant relationships with the customer satisfaction. Even though the study has a limited sample size, the result provides insight on the customer satisfaction in the Pest Management services. Future research may improve the findings by using a wider size of sample and employ other variables of service quality and customer satisfaction.

Keywords: Service Quality, Customer Satisfaction and Pest Management Organization



ABSTRAK

Kualiti perkhidmatan merupakan polisi persaingan penting dalam memastikan sokongan pelanggan dan kerjasama jangka masa panjang. Di dalam perkhidmatan Industri Pengurusan Perosak, perkhidmatan yang berkualiti dan kepuasan pelanggan adalah prasyarat penting dalam memenuhi kepuasan dan mengekalkan pelanggan. Syarikat-syarikat pengendalian perkhidmatan kawalan perosak, sentiasa berusaha memenangi hati pelanggan dengan meningkatkan perkhidmatan yang berkualiti. Pelbagai penyelidikan telah membincangkan tentang kualiti perkhidmatan dan kepuasan pelanggan, namun masih terdapat jurang terutamanya dalam industri perkhidmatan perosak. Sehubungan itu, kajian ini bertujuan mengkaji hubungan antara kualiti perkhidmatan dan kepuasan pelanggan dalam industri perkhidmatan pengurusan perosak. Maklumat telah diperolehi daripada pelanggan-pelanggan Syarikat-syarikat Pengawalan Perosak, terutamanya restoran-restoran makanan dan minuman di sebuah pasaraya besar di Malaysia. 72% daripada sampel kajian telah memberikan maklumbalas. Hasil daripada analisis data menunjukkan lima penentu kualiti perkhidmatan dalam kajian ini iaitu kebolehpercayaan, jaminan, bahan-bahan ketara, empati dan responsif., mempunyai hubungan yang signifikan dengan kepuasan pelanggan. Walaupun saiz responden dalam kajian ini agak terbatas, namun hasil kajian dapat memberikan gambaran terhadap tahap kepuasan pelanggan dalam industri perkhidmatan pengurusan perosak. Kajian-kajian di masa akan datang boleh mempertingkatkan hasil kajian dengan menggunakan saiz sampel yang lebih besar dan menggunakan pembolehubah-pembolehubah lain dalam perkhidmatan berkualiti dan kepuasan pelanggan

Universiti Utara Malaysia

Kata kunci: Kualiti Perkhidmatan, Kepuasan Pelanggan dan Syarikat Pengurusan Perosak

ACKNOWLEDGEMENT

I would like to record my most sincere appreciation and heartfelt thanks to individuals, of whom without, might not lead to the possibility of this research to be realised. First and foremost, I would like to thanks to my supervisor Prof. Madya Dr. Norlena Binti Hasnan for her guidance, encouragement and excellent advice throughout this research study.

Gratitude also goes to Dr Raymond Lee, Director of Pest Dynamic Sdn Bhd for giving me countless support, opportunities and encouragement to escalate my career development by pursuing Master of Science in Management in the Othman Yeop Abdullah Graduate School of Business (UUMKL), University Utara Malaysia Kuala Lumpur.

Much appreciation goes to all lectures in UUMKL for their expertise in providing me continuous learning process that greatly enriched my knowledge. I am also thankful to all the UUMKL staff, course mate and friends for their collaboration and valuable assistance throughout my studies in UUMKL.

Last but not least, I would like to take this opportunity to express my profound gratitude to my beloved wife Chiam Siew Yen for being patience and never failed giving me continuous supports, spiritually and financially along the study.

TABLE OF CONTENT

PERMISSION TO USE.....	iii
ABSTRACT.....	iv
ABSTRAK.....	v
ACKNOWLEDGEMENT.....	v
TABLE OF CONTENT.....	vi
LIST OF TABLE	ix
LIST OF FIGURE	x
CHAPTER ONE INTRODUCTION	1
1.1 Introduction.....	1
1.2 The Services Sector and Its Contribution to the Malaysian Economy.....	6
1.3 An Overview of the Pest Management Industry in Malaysia	11
1.3.1 Demand of Pest Control Services in Malaysia	15
1.3.2 Current Status of Pest Management Industry in Malaysia.	18
1.3.2 Drivers for the Industry growth	20
1.4 Problem Statement	26
1.5 Research Questions (RQ)	29
1.6 Research Objectives (RO).....	30
1.7 Significance of the Study	30
1.8 Scope of the Study.....	31
1.9 Organization of the Thesis	31

CHAPTER TWO LITERATURE REVIEW	33
2.1 Chapter Introduction	33
2.2 The Concept of Customer Satisfaction.....	33
2.2.1 Definition of Customer Satisfaction	37
2.3 The Concept of Service Quality (SQ)	40
2.4 SERVQUAL Model	45
2.5 The Relationship between Service Quality (SQ) and Customer Satisfaction	51
2.9 Chapter Conclusion	54
 CHAPTER THREE RESEARCH METHODOLOGY.....	55
3.1 Chapter Introduction	55
3.2 Research Design.....	55
3.3 Research Framework.....	56
3.4 Research Hypotheses.....	58
3.3 Data Collection.....	58
3.3.1 Target Population	59
3.3.2 Target Sample and Sampling.....	59
3.4 Measurement of Variables or Instrumentation	61
3.5 Pilot Study and Pre-Testing of the Questionnaires	62
3.5.1 Validity and Reliability.....	63
3.6 Data Analysis Procedure	64
3.7 Data Analysis Method.....	65
3.7.1 Reliability Analysis	65
3.7.2 Descriptive Analysis.....	67
3.7.3 Correlation Analysis	67
3.7.4 Multiple Regression Analysis.....	67
3.8 Conclusion.....	68

CHAPTER FOUR RESEARCH FINDINGS	69
4.1 Chapter Introduction	69
4.2 Response Rate	69
4.3 Demographic Profile Result	70
4.4 Descriptive Analysis of the Dependent Variable and Independent Variables ...	75
4.4.1 Descriptive Analysis of Customer Satisfaction.....	76
4.4.2 Descriptive Analysis of the Reliability Factor	77
4.4.3 Descriptive Analysis of the Responsiveness Factor	78
4.4.4 Descriptive Analysis of the Tangibles Factor	79
4.4.5 Descriptive Analysis of the Assurance Factor	80
4.4.6 Descriptive Analysis of the Understanding Factors.....	81
4.5 Correlation Analysis.....	83
4.6 Multiple Regression Analysis	85
4.7 Chapter Conclusion	87
CHAPTER FIVE DISCUSSION AND CONCLUSION	888
5.1 Chapter Introduction	88
5.2 Discussion	88
5.2.1 Research Objective 1: To determine the level of customer satisfaction among PMO customers in F&B tenants at 1 Utama Shopping Centre.....	89
5.2.2 Research Objective 2: To examine the relationship between SQ factors (reliability, responsiveness, tangibles, assurance, and understanding) and customer satisfaction among PMO customers in F&B tenants at 1 Utama Shopping Centre. .	90
5.2.3 Research Objective 3: To examine the significant influence between SQ factors (reliability, responsiveness, tangibles, assurance, and understanding) and customer satisfaction among PMO customers in F&B tenants at 1 Utama Shopping Centre... ..	91
5.3 Limited of the Study.....	93
5.4 Recommendation for Future Study	94
5.5 Chapter Conclusion	94

REFERENCES.....	95
APPENDIXES A	102

LIST OF TABLE

Table 4.1: Response Rate.....	70
Table 4.2: Demographic Results.....	71
Table 4.3: Customer Satisfaction Mean Score.....	77
Table 4.4: Reliability Factor Mean Score	78
Table 4.5: Responsiveness Factor Mean Score.....	79
Table 4.6: Tangible Factor Mean Score.....	80
Table 4.7: Assurance Factor Mean Score	81
Table 4.8: Understanding Factor Mean Score	82
Table 4.9: Correlation Strength.....	83
Table 4.10: Correlation Analysis between Dependent and Independent Variables.....	84
Table 4.11: Multiple Regression Analysis between Dependent and Independent Variables	85
Table 4.12: Multiple Regression Analysis between Customer Satisfaction and SQ Factors	86

LIST OF FIGURE

Figure 1.1: The Latest Reported Value	8
Figure 3.1: Research Framework Developed from Research Problem (Constructed by Researcher)	57



CHAPTER ONE

INTRODUCTION

1.1 Introduction

Success in delivering quality services and to achieve customer retention does not only depend on marketing or sale efforts but also on other factors related to service delivery, product acceptance, and after-sales support. In this increasingly competitive world, customers are in a position to demand increasing levels of Service Quality (SQ) and to survive in the highly competitive market; companies need to provide quality services so as to retain their customers. Companies should rather than simply react to their demands and expectations, should consider proactive ways to deliver SQ and seek to continuously improve levels of customer satisfaction. One important change in the global economy is significant in the service industry, especially in developing countries. The worldwide trend towards SQ was initiated in the early eighties when businesses released that a quality product, in itself, is not guaranteed to maintain competitive advantage (Van der Wal, Pampallis & Bond, 2002).

Given the intense business competition and the rapid growth in the service industry, the key to sustainable competitive advantage lies in delivering high-quality services that will, in turn, result in satisfied customers (Shemwell, Yavas & Bilgin, 1998). The concept of building customer relationships and delivering quality service to encourage customer loyalty is of particular importance in the service sector where it is often argued that cost of acquiring new customers is significantly higher than retaining existing customers. Therefore, improving SQ is of paramount importance and recent developments in the

REFERENCES

- Anderson, E. W., Fornell, C., & Mazvancheryl, S. K. (2004). Customer Satisfaction and Shareholder Value. *Journal of Marketing*, 68, 172-185.
- Asubonteg, P., McCleary, K. G., & Swan, J. E. (1996). SERVQUAL revisited: A critical review of service quality. *Journal of Services Marketing*, 10 (6), 62-81.
- Bahia, K., & Nantel, J. (2000). A reliable and valid measurement scale for perceived service quality of banks. *International Journal of Bank Marketing*, 18 (2), 84-91.
- Berry, L. L. & Parasuraman, A. (1991). *Marketing services: Competing through quality*. New York: Free Press.
- Berry, L. L., Zeithaml, V. A., & Parasuraman, A. (1985). Quality counts in services too. *Business Horizons*, 31 (5), 46.
- Bluestein, Abram, Moriarty, M., & Sanderson, R. J. (2003). *The customer satisfaction audit*. Axminster: Cambridge Strategy Publications.
- Burton, D. (1995). Women and financial services: Some directions for future research. *International Journal of Bank Marketing*, 13 (8), 21-28.
- Buttle, F. (1996). SERVQUAL: Review, critique, research agenda. *European Journal of Marketing*, 30 (1), 8-32.
- Corbett, L. M, Adam, E. E., Harrison, J., Lee, N. J., Rho, T. S., & Samson, D. (1998). A study of quality management practices and performance in Asia and the south pacific. *International Journal of Production Research*, 36, 2597-2607.

- Dillman, D. A. (2000). *Mail and Internet surveys: The tailored design method* (2nd ed.). John Wiley and Sons Inc: New York.
- Dow, K. Serenko, A., Turel, O., & Wong, J. (2006). Antecedents and consequences of user satisfaction with e-mail systems. *International Journal of e-Collaboration*, 2 (2), 46–64.
- Duggal, N., & Siddiqi, Z. (2008). *Global Quality Standards and Pest Management Service* in W.H. Robinson, ed. Proceedings of the Sixth International Conference on Urban Pests.
- Eboli, L., & Mazzulla, G. (2007). Service quality attributes affecting customer satisfaction for bus transit. *Journal of Public Transportation*, 10 (3), 21 – 34.
- Eroglu, S. A., & Karen A. M. (1990). An empirical study of retail crowding: antecedents and consequences. *Journal of Retailing*, 66, 201-21.
- Farris, P. W., Bendle, N. T., Phillip, E. P., & Reibstein, D. J. (2010). *Marketing metrics: The definitive guide to measuring marketing performance*. Upper Saddle River, New Jersey: Pearson Education.
- Fornell, C., Rust, R. T., & Dekimpe, M. G. (2010). The effect of customer satisfaction on consumer spending growth. *Journal of Marketing Research*, 47(1), 28-35.
- Fornell, C., Mithas, F. V., Morgeson, III., & Krishnan, M. S. (2006). Customer satisfaction and stock prices: High returns, low risk. *Journal of Marketing*, 70 (1), 3–14.
- Gilbert G. A. R. (2006). *Cross-industry comparison of customer satisfaction*. University of Glasgow: UK.

- Gitman, L. J., McDaniel, C. D. (2005). *The future of business: The essentials*. Mason, Ohio: South-Western.
- Gronroos, C. (1990). Relationship approach to marketing in service contexts: the marketing and organizational interface. *Journal of Business Research*, 20 (1), 3-11.
- Harvey, J. (1998). Service quality: A tutorial. *Journal of Operations Management*, 16, 583–597.
- Heineke, J., & Davis, M. M (2006). The emergence of service operations management as an academic discipline. *Journal of Operations Management*, 25 (2), 364-374.
- Holton, E. H., & Burnett, M. B. (1997). *Qualitative research methods*. In Swanson, R A and Holton, E F (Eds.), *Human resource development research handbook: Linking research and practice*. San Francisco: Berrett-Koehler Publishers.
- John, J. (2003). *Fundamentals of customer-focused management: Competing through service*. Westport, Conn: Praeger.
- Johnson, M. D., Gustafssonb, A., Andreassenc, T. W., Lervikc L., & Jaesung, C. (2001). The evolution and future of national customer satisfaction index models. *Journal of Economic Psychology*, 22 (2), 217–245.
- Kangis, P., & Voukelatos, P. (1997). Private and public banks: A comparison of customer expectations and perceptions. *International Journal of Bank Marketing*, 17 (5), 279-287.
- Kessler, S. (2003). *Customer satisfaction toolkit for ISO 9001:2000*. Milwaukee, Wis: ASQ Quality Press.

- Korner, V., & Zimmermann, H. (2000). *Management of customer relationship in business media – the case of the financial industry*, Proceedings of the Thirty-third Annual Hawaii International Conference on System Sciences.
- Lages, L. F., & Fernandes, J. C. (2005) The SERPVAL scale: A multi-item instrument for measuring service personal values. *Journal of Business Research*, 58 (11), 1562–1572.
- Landrum, H., Zhan, X., & Peak, D. (2009). Measuring is system service quality with SERVQUAL: Users perceptions of relative importance of the five SERVPERF dimensions. *Informing Science: The International Journal of an Emerging Trans discipline*, 12.
- Lee, C. Y. (2007). *Perspective in urban insect pest management in Malaysia*. Vector Control Research Unit, Universiti Sains Malaysia: Penang.
- Lee, S. T. (2011). *Customer relationship management (CRM): An exploratory study into service quality factors that relate to loyalty in the pest management service organization*, UNISA, and Thesis submitted for the fulfilment of the Doctor of Business Administration.
- Lee, S. T. (2014). *The state of the pest management industry in Malaysia*, PCAM – National Pest Control Survey (NPCS), A paper presented at the Pest Summit 2014 Convention, Sunway Hotel & Convention Centre (July 2014).
- Mahmood, A. (2007). *Seminar titled - Malaysian's export competitiveness in services and the third Malaysia industrial master plan: issues, assessment, and prospects* by Dr. Amir Mahmood, dated 8 October 2007.

- McCabe, D., Rosenbaum, M. S., & Yurchisin, J. (2007). Perceived service quality and shopping motivations: A dynamic relationship. *Services Marketing Quarterly*, 29 (1), 1-21.
- Mittal, V., & Frennea, C. (2010). Customer satisfaction: A strategic review and guidelines for managers. Marketing Science Institute: *MSI Fast Forward* (10-701).
- Morgeson, F. V., & Petrescu, C. (2011). Do they all perform alike? An examination of perceived performance, citizen satisfaction and trust with us federal agencies. *International Review of Administrative Sciences*, 77(3), 451-479.
- Nyeck, S., Morales, M., Ladhari, R., & Pons, F. (2002). 10 years of service quality measurement: reviewing the use of the SERVQUAL instrument. *Cuadernos de Difusion*, 7 (13), 101-107.
- Palmer, A., & Bejou, D. (1995). The effects of gender on the development of relationships between clients and financial advisors. *International Journal of Bank Marketing*, 13 (3), 18-27.
- Parasuraman, A., Zeithaml, V., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring customer perceptions of service quality. *Journal of Retailing*, 64 (1), 12-40.
- Rajeev, B., & Athola, O. T. (1990) measuring the hedonic and utilitarian sources of consumer attitudes. *Marketing Letters*, 2 (2), 159-70.
- Ross L.W., Fleming, R. S., Fabes, K. J., & Frankl, R. (1999). Gender effects on customer satisfaction with employment services. *Career Development International*, 4 (5), 270-276.

- Serenko, A. (2010). Student satisfaction with Canadian music programs: The application of the American Customer Satisfaction Model in higher education. *Assessment and Evaluation in Higher Education*, 35 (4).
- Shemwell, D. J., Yavas, U., & Bilgin, Z. (1998). Customer-service provider relationships: An empirical test of a model of service quality, satisfaction and relationship-oriented outcomes. *International Journal of Service* 9 (2), 155-168.
- Stafford, M. R. (1996). Demographic discriminators of service quality in banking. *The Journal of Services Marketing*, 10 (4), 6-22.
- Turel, O., Serenko, A. (2006). Satisfaction with mobile services in Canada: An empirical investigation. *Telecommunications Policy* 30 (5-6), 314-331.
- Urban, D. J., & Pratt, M. D. (2000). Perceptions of banking services in the wake of bank mergers: an empirical study. *Journal of Services Marketing*, 14 (2), 118-131.
- Webster, C. (1989). Can consumers be segmented on the basis of their service quality expectations?. *Journal of Services Marketing*, 8 (2), 35-53.
- Westbrook, R. A. (1980). A Rating Scale for Measuring Product/Service Satisfaction. *Journal of Marketing*, 44, 68-72.
- Wirtz, J., & Lee, C. M. (2003). An empirical study on the quality and context-specific applicability of commonly used customer satisfaction measures. *Journal of Service Research*, 5 (4), 345-355.
- Wirtz, J., & John E. G. B. (1995). An experimental investigation of halo effects in satisfaction measures of service attributes. *International Journal of Service Industry Management*, 6 (3), 84-102.

Yap, H. H., & Foo, A. E. S. (1984) Household pests and household insecticide usage on Penang Island, Malaysia. A questionnaire survey. *Bulletin Public Health Society*, 16, 2-8.

Yap, H. H., & Lee, Y. W., Ong, C. H., Ridzuan, I., Quash, E. S., & Chong, N. L. (1999). The abundance and control of household pests in Penang Malaysia- questionnaire and trapping survey. *Journal of Bioscience*, 10, 62-69.

Zeithaml, Parasuraman, & Berry. (1990). Delivering quality service: Balancing customer perceptions and expectations. Free Press.



UNIVERSITY UTARA MALAYSIA

APPENDIXES A



Othman Yeop Abdullah Graduate School of Business (OYAGSB), University Utara Malaysia.

Questionnaire:

Service Quality and Customer Relationship Management towards Customer Satisfaction in Pest Management Services

Dear Sir/Madam,

This survey is conducted as a partial requirement for the completion of the Master of Science in Management in the Othman Yeop Abdullah Graduate School of Business (OYAGSB), University Utara Malaysia. The general purpose of this study is to explore the service quality of Express Healthcare (M) Sdn Bhd, the level of client satisfaction and their loyalty toward the pest management provider.

I would like to invite your participation in this survey by filling up the attached questionnaires. All information will be treated with the strictest confidentiality and only the aggregate data will be analysed. In other words, individuals who respond to this questionnaire will not be identified.

The survey will take approximately 5 – 10 minutes and your participation is very much appreciated. I would really appreciate if you could return the completed questionnaire to the following mailing address:- No. 38 & 38-1, Jalan PJU 10/10D, Saujana Damansara, 47830 Petaling Jaya, Selangor Darul Ehsan.

Thank you for your valuable assistance in participating in the survey.

Prepared by,

Jee Jeet Wen

Matric No. 814640

Supervised by,

Prof. Madya Dr. Norlena Binti Hasnan

Survey Questionnaires

Section 1.0 Demographics.

Respondent information – For each question below, please mark an **X** in the box that best describes you.

1. Gender ☐ Male ☐ Female
2. Age (years): ☐ Below ☐ 22-30 ☐ 31-40 ☐ 41-50
☐ Above 51
3. What is your estimated annual service contract value and purchases for pest services with the company? (Please tick as appropriate)
☐ Less than RM 1,000.00 per annum
☐ RM 1,001.00 – RM 5,000.00 per annum
☐ RM 5,001.00 – RM 10,000.00 per annum
☐ RM 10,001.00 – RM 30,000.00 per annum
☐ RM 30,001.00 – RM 50,000.00 per annum
☐ Above RM 50,000.00 per annum
4. How many years do you have a pest control service contract with the pest service company?
(Please tick as appropriate)
☐ Less than 1 year ☐ 2-3 Years ☐ 4-5 Years ☐ 5-7 Years ☐ 8-9 Years
☐ Above 10 years
5. Frequency of pest service utilized by customer: (Please tick as appropriate)
☐ Weekly Services
☐ Fortnightly Services (every two weeks)
☐ Monthly Services (every month)
☐ Bi-Monthly Services (every two months)
☐ Quarterly Services (every three months)
☐ Half Yearly Services (every Six months)
☐ Yearly Services (once a year)

6. What type of Food Business or restaurant that is under the pest control maintenance by undertaken by the pest service company? (Please tick as appropriate)

- ☐ Fast Food Chain
- ☐ Chinese Food Restaurant
- ☐ Malay Food Restaurant
- ☐ Indian Food Restaurant
- ☐ Western Food Restaurant
- ☐ PUB and Night club
- ☐ Fusion - Food and Beverage outlets/Restaurants

Others please specify:

7. What type of pest treatment and services most best describes your contract with the pest service company? (Please tick as appropriate)

- ☐ General Pest Control Contract Service - rats/ants/roaches/termites etc.
- ☐ Warehouse/Factories/Manufacturing plants
- ☐ Supply of Pest Control Equipment –Fly Zappers and Insecticides
- ☐ HACCP/GMP/ISO standards or certified Pest control services

Others please specify:

Determinants of Service Quality associate with Customer satisfaction

Section 2.0 – **Instructions:** Please fill out each question as completely as possible by circling your choice for each question. Most of the questions ask for your level of **agreement** for a given service based on a five-point scale. The scale represents a spectrum: 1 signifies that you ***do not agree*** with the statement, and 5 means you ***strongly agree*** with ***that*** statement that best describes your experiences with the company.

1. Strongly disagree
2. Disagree
3. Uncertain
4. Agree
5. Strongly Agree

1.0 Reliability

- | | | | | | | |
|---|---|---|---|---|---|---|
| 1 | The pest service company's top management is dedicated, efficient and committed to serve customers. | 1 | 2 | 3 | 4 | 5 |
| 2 | The computerized documentations generated provide accurate and adequate information in advance on the service schedules and appointment time. | 1 | 2 | 3 | 4 | 5 |
| 3 | The pricing of the service provided is competitive and good value for the money. | 1 | 2 | 3 | 4 | 5 |
| 4 | The pest service company provides accurate reports and feedback regularly after the services provided. | 1 | 2 | 3 | 4 | 5 |
| 5 | I am very satisfied with my decision to use their services and would continue to use this pest service company | 1 | 2 | 3 | 4 | 5 |
| 6 | The pest service company commits time and resources in building and maintaining customer relationships | 1 | 2 | 3 | 4 | 5 |

2.0 Responsiveness

- | | | | | | | |
|---|---|---|---|---|---|---|
| 1 | The pest service company provides regular reports on services provided and feedbacks on service recovery. | 1 | 2 | 3 | 4 | 5 |
| 2 | The pest service company is well organized and the top management is integrated internally to serve customers. | 1 | 2 | 3 | 4 | 5 |
| 3 | The pest service company has 24/7 contact for call back service and prompt service recovery for service problem | 1 | 2 | 3 | 4 | 5 |

4	The pest service company staffs are courteous, friendly and polite in responding to customer's request.	1	2	3	4	5
5	The speed and accuracy in processing your job service confirmation order.	1	2	3	4	5
6	The responsiveness and process of paper work - service contracts and documentations that you need for doing business with us.	1	2	3	4	5
7	The responsiveness in confirming with customer about the service schedules and appointment time.	1	2	3	4	5
8	The pest service company spends time with key customers and maintains regular interactions through meetings.	1	2	3	4	5

3.0 Tangibles

1	The pest service staffs used registered and effective chemical for the job	1	2	3	4	5
2	The pest service company has innovative and advance pest management technology for the pest control services.	1	2	3	4	5
3	The pest service company maintains a comprehensive database of customer's interaction and preferences.	1	2	3	4	5
4	The pest service staffs use appropriate equipment and tools for the job	1	2	3	4	5
5	The pest service company has the right CRM software and service resources to succeed in building and maintaining customer relationship	1	2	3	4	5

4.0 Assurance

1	The pest service company has a good reputation in the market and industry.	1	2	3	4	5
2	The pest service company customizes customer interactions to optimize customer value and loyalty.	1	2	3	4	5
3	The computerized invoices generated provide accurate and clear information in the billing of services.	1	2	3	4	5
4	The pest service company has established clear business goals related to customer retention and loyalty.	1	2	3	4	5
5	Building and maintaining long-term customer relationship is the competitive advantage for the pest service company.	1	2	3	4	5
6	The pest service company is concern about the high service quality and standards provided to serve customers	1	2	3	4	5
7	I have no hesitation and would recommend the pest service company to other companies or friends.	1	2	3	4	5
8	The pest service company staffs are well trained, easy to deal with, competent and knowledgeable in their services	1	2	3	4	5
9	I am well informed by the pest service company about their services or new products/services available.	1	2	3	4	5

5.0 Understanding

1	The pest service company operation is fully computerized to meet customers need.	1	2	3	4	5
2	The pest service company maintains customer information and efficiently updates customer service records.	1	2	3	4	5
3	The pest service company is flexible enough to provide services according to customer's need.	1	2	3	4	5
4	The pest service company staffs respond to problem faced and shows sincere interest in solving the service problem.	1	2	3	4	5
5	The pest service company staff instils confidence and makes customers feel safe in the service transaction.	1	2	3	4	5
6	The pest service company makes as effort to meet service deadlines in order to satisfy customer.	1	2	3	4	5
7	The responsiveness and knowledge level of the sales personnel in marketing the pest services provided	1	2	3	4	5
8	The computerized proposals generated provide accurate and adequate information about the range of services offered	1	2	3	4	5
9	The marketing staff is prompt in providing accurate solutions that meets your specific pest problems	1	2	3	4	5
10	The pest service company frequently and systematically measures customer satisfaction and complaints.	1	2	3	4	5
11	The pest service company makes an effort to find out what the key customer needs and preferences.	1	2	3	4	5
12	The pest service company maintains customer interactions and service experiences to manage customer loyalty	1	2	3	4	5

